

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Website Highlights U.S. – Japan Agricultural Trade Relationship

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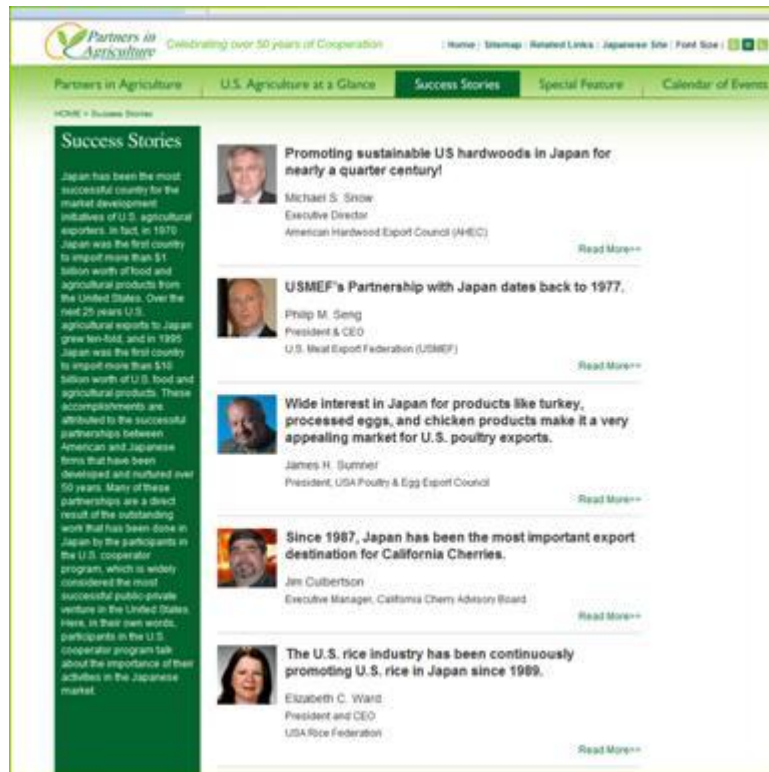
Report Highlights:

Launched on January 15, 2010, the Partners in Agriculture website was designed to reach both Japanese and U.S. audiences to showcase the long-standing agriculture relationship between the United States and Japan. The content developed under this site will be later added to other FAS Japan websites, such as myfood.jp, us-ato.jp, and USDAJapan.org.

General Information:



The Partners in Agriculture website <http://www.partners-in-agriculture.org>, was created to broadcast the spirit of the *Partners in Agriculture* celebration and bring together the series of events taking place from March through mid-summer of 2010. Launched on January 15, 2010, the Partners in Agriculture website is designed to reach both Japanese and U.S. audiences and showcase three key partnerships: the successful public-private partnership between the Foreign Agriculture Service (FAS) and U.S. cooperators; the special agricultural relationship between the United States and Japan; and the long-standing friendship between Iowa and Yamanashi symbolized by the 50th anniversary of the Iowa-Yamanashi Sister State relationship.



Geared to American viewers, the English version of the website recognizes the importance of the Japanese market for U.S. agriculture and the success of the U.S. cooperator program in this market. Since the mid-1950s, U.S. agriculture industry groups have been actively participating in the Japanese market. For example, the U.S. Grains Council is celebrating its 50th anniversary in 2010. The Council opened up its first overseas office in Tokyo in 1961.

Today, fifty U.S. commodity organizations are active in the Japanese market. The Agricultural Trade Office (ATO) in Japan worked closely with these organizations to develop the **Success Stories Section** where website visitors can learn first-hand about the experiences of U.S. cooperators in the Japanese market. Over twenty U.S. commodity organizations are represented on the website.



The Japanese version of the website was aimed at Japanese consumers and announced the series of promotional events and Yamanashi-related activities that celebrated Japanese consumers as long-standing customers and U.S. agriculture producers as a reliable supplier of high-quality products to Japan. This provides a national platform for the promotion of U.S. agricultural products in Japan.

In April 2010, during Agriculture Secretary Vilsack's visit to Japan, the website became a vital complement to the Secretary's in-country activities, such as the Global Food Security Symposium, and the Town- Hall meeting with Japanese University Students. Since the Secretary's departure, the website has assisted in continuing to spread his message to a wider Japanese audience. Since its launch in January 2010, the Partners in Agriculture website has averaged about 4,700 page views a month.

The Partners in Agriculture website is no longer needed as the Yamanashi events are now concluded. However, the PIA brand has gained some legs in Japan and still represents the close agricultural relationship between the two countries. Hence, information and content from PIA will be moved to FAS Japan's other websites: myfood.jp, US-ATO.jp, and USDAJapan.org. Furthermore the PIA brand will become the banner under which FAS Japan will promote and develop new initiatives. For instance, FAS Japan is now in the planning stages for a project called "The Future of Food" (TFF). TFF will look at how demographics, wealth, and technology will change what food looks like, what will be demanded by a changing population, and how that food will need to be produced and marketed in the future.